



Armando Bencomo <armando.bencomo@lacity.org>

Rewrite the proposed ordinance on temporary signs

1 message

Amy Gustincic <amygustincic@gmail.com>
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To: Armando Bencomo <armando.bencomo@lacity.org>

Thu, Apr 1, 2021 at 7:37 PM

Mr. Armando Bencomo,

To the Members of the PLUM Committee:

I'm writing to urge you to reconsider CF 17-0893 with regards to temporary signs.

Many business use "temporary" signs which then become permanent. These signs should not be allowed around functioning businesses. The enforcement of the radiance has been weak and the fines are no sufficient to encourage compliance—fines need to be at least doubled.

A new type of "temporary" digital sign has been starting to pop up, which completely violate the spirit of the law. Allowing these will make the 2002 Sign Ban moot.

For safety, each temporary wall should have grated windows every hundred feet, to render visible what is taking place at the lot. This aids accountability and compliance.

The status quo regarding temporary wall signs is unacceptable, but the proposed legislation will not fix it. We need an ordinance that will tidy up our streets and ensure compliance.

Thank you for your attention to this matter.

Sincerely,
Amy Gustincic
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[Los Angeles, CA 90027](#)